

CLAIMS

1 1. A method of advertising and promoting a book and the like
2 in a visual media such as television and the like, comprising the steps of
3 analyzing a content of a book; selecting at least one portion of the book; and
4 staging a scene which represents a content of the selected portion of the
5 book.

1 2. A method as defined in claim 1, wherein said staging a
2 scene includes using actors for the staging of the scene.

 3. A method as defined in claim 1, wherein said staging a
 scene includes using animation.

09354118-051401
FOI50-8115360

1 4. A method as defined in claim 1; and further comprising the
2 step of selecting another portion; and staging another scene representing a
3 content of the other portion of the book.

1 5. An advertising and promotion product for advertising and
2 promoting a book in a visual media, comprising at least one staged scene
3 which corresponds to a content of portion of the book and is stageable in the
4 video media, such as a television or the like.

1 6. An advertising product as defined in claim 5, wherein said
2 staged scene is scene with participation of actors.

1 7. An advertising product as defined in claim 5, wherein said
2 staged scene is an animated scene.

1 8. An advertising product as defined in claim 4; and further
2 comprising at least another staged scene which represents content of
3 another portion of the book and is stageable in a visual media, such as
4 television and the like.

093411051401
T07T50"BT75860